



In the United States Patent and Trademark Office

Serial Number: 09/693,690
Application. Filed: October 20, 2000
Applicant: Kia Silverbrook, Jacqueline Anne Lapstun and Paul Lapstun
Application. Title: Method and System for Providing Insurance Services
Examiner/GAU: Rachel L Porter 3626
Dated September 6, 2005
At: Balmain, NSW
Docket No. NPA064US

REPLY

Commissioner for Patents
Washington, District of Columbia 20231

Dear Sir:

Further to the Advisory Action of August 5, 2005, reconsideration of this application is requested. Claims 1-44 are under consideration. We have requested entry of the previously submitted response filed July 21, 2005. Claims 1 - 44 as set out in that response are therefore under consideration.

V Claim rejections 35USR § 103(a)

Claim 1-44 were rejected under 35USC 103 (a) as being clearly unpatentable over Dougherty et al (US 6,076,734) in view of Luchs (US 4,831,526).

In the advisory action mailed August 5, 2005, the Examiner argues that Dougherty does disclose a system in which a sensing device knows its position relative to a form. Applicant respectfully disagrees with the Examiner's interpretation of Dougherty.

Dougherty is concerned with encoding a physical medium such as a book, magazine, T-shirt or the like with a tag of encoded information e.g. an invisible barcode, referred to as a "hotspot", which may be sensed with a reader and information contained therein sent to a computer system, such as a PC. In one example given in Dougherty (column 8 lines 3 to 23), a user waves a reader over a picture of a product in a magazine they may wish to purchase, hotspots on the page are sensed and information is transmitted to the computer system which may be used to order the product.